**Strategies to Develop Business Plan:**

* **Marketing Strategies:**
* **Location, Location, Location** (Before and After School):

**AM Gathering Areas**

**PM Gathering Areas**

**Vending Machine Area**

**Other areas off school property??**

* **Word of Mouth Campaign**
* **Advertising Campaign:**

**School Website**

**Announcements**

**Posters, signs, etc. (hung/displayed where)**

**Other ways to get the word out:**

* **Slogan**
* **Logo**
* **Product Development Strategies:**
* **Cookie Recipe**
* **Cookies Baked Where?**
* **Packaging**
* **Logo/Label**
* **Plastic Bags / Stickers**
* **Money Management Strategies:**
* **Cost to Manufacture**
* **Profit Plan, Division of where to use the profit monies**

**(see PDF flow chart drawn by team of students at workshop)**

* **Sharing Business Plan with HAL Dept. Leaders in order to gain start up costs support**
* **Data Analysis: Results of Survey**
* **Analyze the data to inform the decisions being made in the other areas of the business plan**